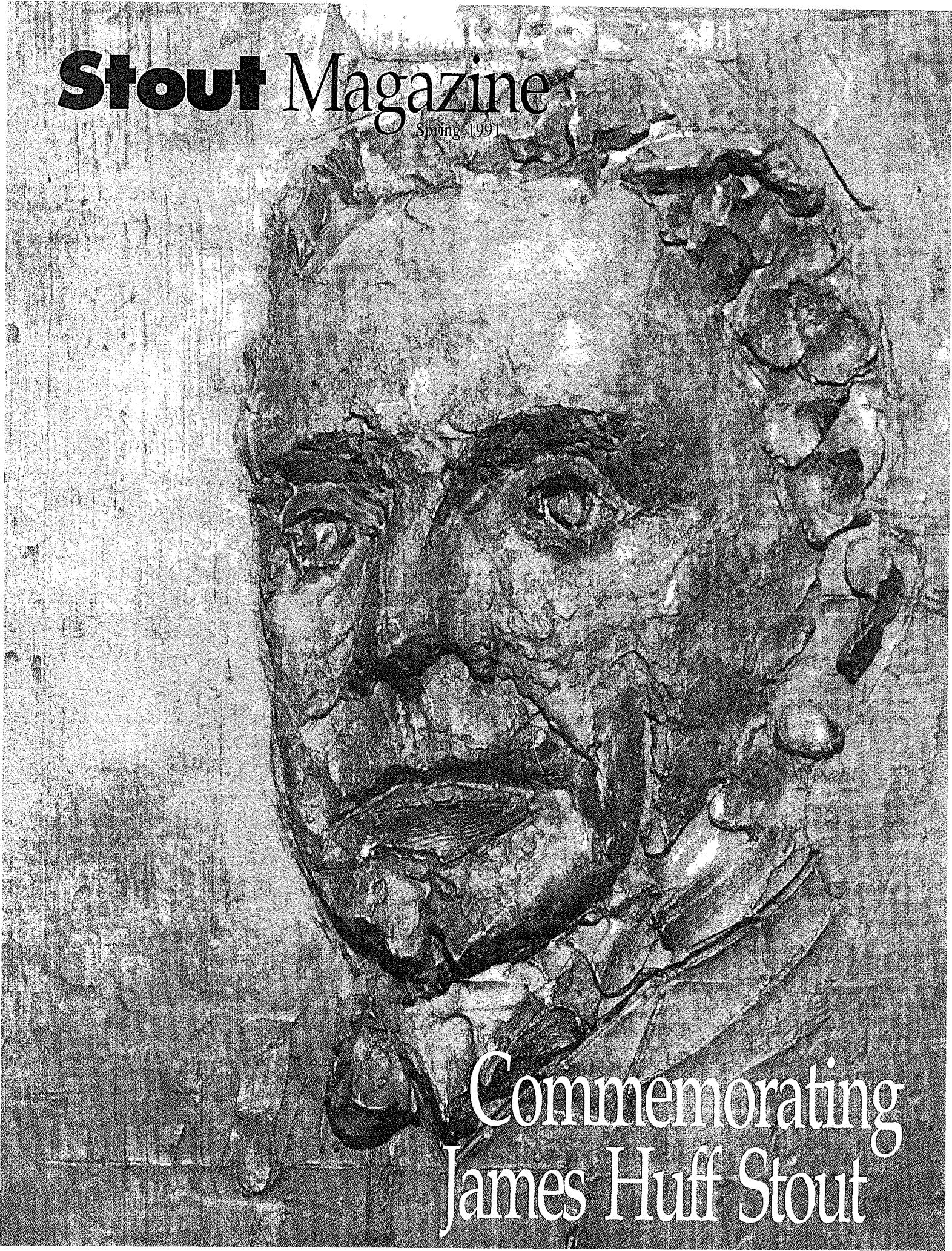


# Strout Magazine

Spring 1991



Commemorating  
James Huff Stout



*Gamache at work on the memorial plaque.*

"I DON'T SEE MANY  
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SPENDING MUCH, IF ANY,  
TIME AT ALL  
ON THE BOXCARS CHATTING  
WITH THE DRIFTERS,  
OR TALKING TO THE HOMELESS.  
THE MORE ONE  
FINDS OUT ABOUT STOUT,  
THE MORE INTERESTING  
HE BECOMES."  
— ALAN GAMACHE

### **Gamache "on the move" in new medium**

Alan Gamache knows that many people still have him cast as a sculptor. An Attleboro, Mass. native, Gamache is a graduate of Rhode Island School of Design and Tulane University. His sculptures have appeared in more than a dozen exhibitions in six states and Washington, D.C. The list of commissions and awards for his work includes the Allied Artists of America Silver Medal of Honor and the Chaim Gross Foundation Award.

His transition to pastels came at a turbulent time in his life. He was working on several sculptures, and none of them were going well. A faculty show loomed, and he had nothing to display.

Each day he'd make images on paper that reflected what he was feeling or what was happening in his life. Eventually he put them up on a wall, and examined them as a series.

"I never intended to show them to anyone," he said. "They were just these

coloring book journals taped on the wall."

The vivid memory of an incident with his daughter changed his mind. When his daughter was about four, she explained that a painting she had done was about oysters, and talked at great length about oysters. He was enchanted.

That night he brought the painting to her and asked her to again tell him about it. This time the painting was about buffalos, and she talked at great length about buffalos.

"So the painting was a repository of images and meanings, and those images and meanings could change," Gamache said.

The memory prompted him to display the drawings at the faculty art show. He has been working in pastels since then, and still marvels at how different the mediums are.

"Even the quickness of it," he said. "Sculpture tends to be a very long,

drawn out process. It requires a set position because it is such a long drawn out procedure."

Pastels capture a moment, then move on. Gamache likened the work to being "on a move and placing things down on the move."

"People say, 'What's the meaning of this?' The problem with that question is that it's such a terribly reductive question," Gamache said. "Some things are not reductible. What does it mean? It means I was alive."

Gamache said there was some comfort in returning to sculpture, but he plans to continue to work in pastels.

"It's like seeing somebody you haven't seen for 10 years, a good friend," he said. "You've been parted, and you're happy to see each other again. But after you've had your cup of coffee or your beer together, you go back to life as usual."

# Weighty Matters

## Elderly nutrition needs attention

When first lady Barbara Bush referred to herself as a "nice, fat grandmother," many older Americans sighed with relief and decided the extra pounds they were carrying were not such a worry. And that's true — some of the time.

"It's perfectly all right to weigh more when one is 50 than when one is 20," Anita Wilson, a UW-Stout food and nutrition professor, said. "Most of the studies show that an elderly person who is a little overweight will live longer than the person who is underweight."

But the key phrase is "most of the studies," Wilson said. After a flurry of research on nutrition, professionals who work with the elderly can make a few general statements about the group.

"The elderly are more heterogeneous as a group than any other," Wilson said. "The older you get, the more unlike everybody else in your peer group you become. You're affected by everything that's happened to you, and what's happened to you hasn't happened to everybody else."

The strict policies of research also limit the generalizations researchers can make. For example, in the studies on the relationships between weight and health, it could be that the underweight people were thinner because of some disease or condition that could lead to an earlier death. The studies would then be less reliable, Wilson said.

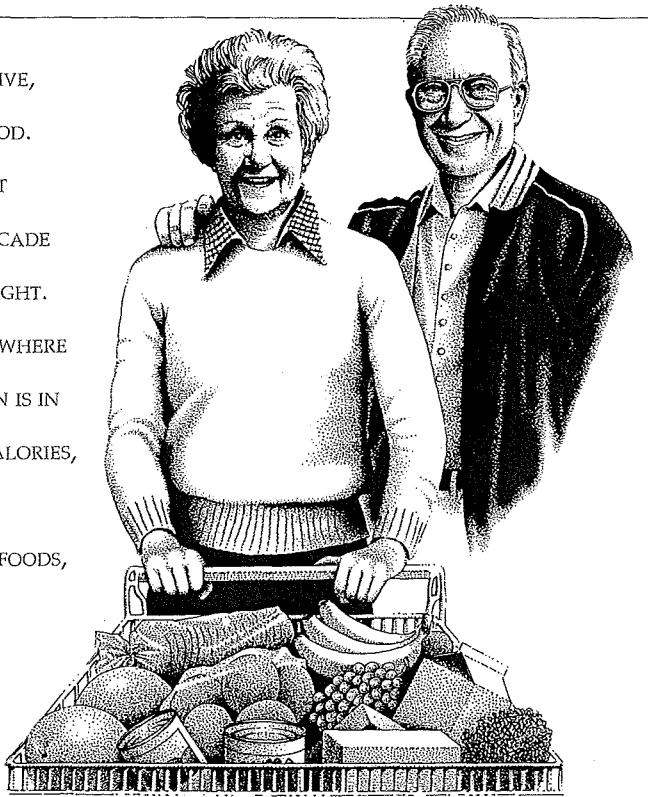
"We really don't know whether it means that the person who has a little more weight has something to use when they get sick," she said.

Sometimes a few extra pounds are good, Wilson said. Extra weight can serve as insulation for elderly people, who may get cold easier than younger people. While women with big bones may look heavy, their bone mass is protection against osteoporosis, a condition that leads to weak and brittle bones.

Other elderly people would benefit from maintaining a more slender profile, Wilson said. People who have arthritis will find that extra weight translates into

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— ANITA WILSON



extra strain on their joints, and more pain. Medical experts usually advise elderly with a history of heart disease to keep their weight down.

There are even "better" and "worse" ways of being overweight.

"You can be a pear, or you can be an apple," Wilson said. "A pear is better. You put the weight on your hips, and that's better. In the middle, that places a strain on the heart."

Most studies agree that as people age, they usually need to limit their calorie intake to maintain the same weight, Wilson said. The types of foods they eat become more important.

"You're not as active, so you need less food," she said. "You've got to eat a little less every decade to maintain your weight. What it means is that where they have to cut down is in foods that have only calories, which tend to be sweets, alcohol, fried foods, and so on."

But it's not clear how nutritional needs change as people move through their

retirement years. Each decade the National Research Council releases the recommended dietary allowances for various groups. The council had hoped to provide new guidelines for older people in its latest version, Wilson said, but there was not enough information available to make revisions.

"So the 51 and older requirements are just the same," she said. "But you know very well that the requirements aren't the same for somebody at 65 and someone who is 85. Right now we're saying that there probably are changes, but we don't have enough research to know what those are." Wilson, who also works with graduate students' research, said studies on nutrition for the elderly will continue, especially as the population of older Americans increases. In addition to weight, researchers are investigating such things as how the sense of taste changes as people age, and how to make foods easier to swallow.

# Kids Demand Different Diets

## Debunking children's dietary myths

When it comes to children's nutrition, moms may not always know best, according to Monica Dixon, an instructor in UW-Stout's department of food and nutrition. Dixon, a registered dietitian, said parents often unknowingly perpetuate myths about children's dietary needs.

"The main thing is that children and adults eat differently," Dixon said. "Children need the same nutrients as adults, but in different amounts."

Parents can use childrens' ages as a guide for how much they should expect them to eat. A general rule of thumb is that a child can be expected to eat one tablespoon of a type of food per year of age. One tablespoon of applesauce would be appropriate for a one-year-old. Four tablespoons of mashed potatoes would be appropriate for a four-year-old.

"A lot of parents serve their children nearly adult-sized portions and expect them to clear their plates," Dixon said. "Think about a tablespoon each of four kinds of food for a one-year-old. That doesn't look like very much on a plate, so parents may tend to give more."

But children have smaller tummies than adults, Dixon said. Giving a child an eight-ounce bottle of apple juice is the equivalent of expecting an adult to drink a gallon. At those levels of intake, the child and the adult would probably feel bloated and cranky.

As adults have become concerned about their cholesterol levels, there has been a trend toward also lowering the fat in children's diets, Dixon said.

"It's doing children a world of harm," she said. "Children under the age of two must have fat and cholesterol in their diet for brain and nervous system development."

The American Academy of Pediatrics recommends that children younger than two receive whole milk, she said.

"When they're drinking skim or low fat milk, they're getting a lot of water without the nutrients they need for brain development," she said.

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By age 5, children need less fat in their diets, and dental health becomes a concern. Research on tooth decay shows that a seemingly healthy snack like raisins can do more harm than gelatin or soda, Dixon said. If children eat sticky foods, try to serve them as a part of a meal, she said.

Children develop many of their attitudes toward foods between the ages of 5 and 9. It's a time when parents need to promote healthy eating habits, Dixon said. That includes encouraging children to eat low-fat, low-sugar foods, and get daily exercise.

"That's an important age in the predetermination of obesity," Dixon said. Children may become more sedentary, as homework and computers become more important than playing tag.

As children grow they develop food preferences. Sometimes they demand the same type of food again and again, making parents worry about whether or not their children are getting all the nutrients they need. Dixon said that over a week or month, what children eat tends to balance out, and parents need not be so concerned about occasional skipped

meals or indulgences.

"Some parents may interpret that to be so much baloney, because if they allowed their children to eat whatever they wanted to, they would fill up on candy," Dixon said. "It's the parents' responsibility to provide healthy choices. The children make the decision of what to eat based on those healthy choices." Fruit, string cheese and vegetables are examples of healthy alternatives parents can offer children. Parents can make an everyday food like bread more appealing by cutting it into interesting shapes.

Concern over erratic eating habits prompts many parents to provide their children with vitamin supplements. Dixon said supplements are an unnecessary expense, unless prescribed by a physician.

One of the more common myths is that children can be bribed, cajoled or threatened into developing good eating habits.

"Children will usually backlash. They know when they're being bribed," Dixon said. "Children will eat when they're hungry."

# Rethinking Retirement

## Stereotypes hinder aging population

For the first time, most Americans are retiring from their jobs into unstructured leisure — and many are not satisfied.

Dave Corthell, the editor of a book on the implications of aging in America, said the custom of retiring at age 65 is relatively new. Past generations continued working in their later years, perhaps changing occupations as they aged. In 1900, four of six older men worked; by the 1980s, that had decreased to one in six.

"There is a myth that older people do not wish to work," Corthell, a UW-Stout vocational rehabilitation professor, said. Corthell also directs training of vocational rehabilitation practitioners through the university's Research and Training Center.

"Today many older people feel the need to work to fill long periods of time, to supplement their income," he said. "They enjoy the socialization of being part of a work group. Forty percent or more of that older group want to maintain at least part-time work."

Stereotypes about aging may cause some older people to underestimate their own abilities, and may discourage employers from hiring retirees. The results of research on aging dispel many of the stereotypes.

Corthell said only 20 to 30 percent of older people in the United States will ever live in a nursing home. According to a 1987 National Center for Health Statistics survey, 77 percent of older Americans living in the community have no limitations in daily life activities. Corthell said that studies indicate that if people remain active, their intellectual functioning can remain constant into the 80s, with little memory decline. Employees age 55 and older statistically have fewer job related accidents than younger employees, and insurance costs may be the same, as older employees have fewer or no dependents.

"They are the people who made this country what it is," Corthell said. "This is a generation that has survived world



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war, a depression, plagues, tremendous change. They have a work ethic that is rapidly disappearing."

And if projections are correct, it is a group of workers the United States will need by the year 2000, Corthell said. The number of 16 to 25-year-olds entering the workforce is decreasing, leading many to predict a labor shortage. At the same time, the percentage of older people in

the population will increase. Older persons are expected to represent about 13 percent of the nation's population by 2000, and about 22 percent of the nation's population by 2030, or about one out of every five Americans.

"We know the work force is going to need these very highly trained and educated people," Corthell said.

# Managing Conflicts

## Confrontations don't have to be harmful

Conflict, argument, fight—the words alone are enough to make most people uncomfortable. Yet three UW-Stout instructors emphasize that conflict is a natural part of life, and that it does not have to be harmful.

"Conflict is an outcome of two things," Don Baughman, an instructor in the psychology department, said. "Number one, that there's a lot of difference or uniqueness in the world, and two, that things constantly change."

Baughman offers seminars in conflict management. He said people can use conflict as a means to inflict pain, or as a way to understand and appreciate others.

"Each moment is a choice point," Baughman said. What are you going to choose to do?"

Without the heat of the argument to propel them, most people would say they want to minimize the harmful effects of conflict. Baughman suggests a three step approach that sounds easy but is difficult for even patient, loving people: treat the other person with respect, listen until you experience the other side of the conflict, and then state your view—but only after you've completed the first two steps.

"And of course that's the last thing we want to do when we're in a good conflict," Baughman said. "I want to prove that you're wrong. I want to prove that my idea is better."

Treating other people with respect means that you accept that their needs are as important as yours. It requires that you enter the conflict ready to listen to the other person's point of view. It also means that you put a higher value on the relationship than "winning" the conflict, Baughman said.

Nancy Van Beest and Anne Frantz-Cook, instructors in the department of human development, family living and community educational services, share many of Baughman's thoughts on conflict resolution. Van Beest said even if you "win" the conflict, you lose in the long run if you sacrifice the relationship.

"It's destructive to how we appear to other people," she said. We feel bad about it later. We feel guilty. We open ourselves to being re-attacked. I can't imagine anything worse than being in an on-going, long standing conflict with a person or organization."

Maintaining respect makes it easier to complete the second step in this plan for conflict resolution—listening to the other side.

"The number one step in good communication and resolving conflict is one word: listen," Van Beest said. "We have to listen to each other's points of view and feelings."

To make sure you understand correctly, try repeating the other person's position, Frantz-Cook suggested.

"It's almost like a series of approximations, sometimes, to try to get at what's really the root of the conflict," she said. "You start with reflecting what you just heard, at the most obvious level, and then check it out."



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Repeating what you've heard gives the other person a chance to confirm or change the message. The hope is that eventually both parties will know the true source of the conflict, Frantz-Cook said.

Only when you understand the other point of view should you offer your side, Baughman said.

Setting a time to bring conflict out in the open may change the nature of the meeting from a confrontation to a discussion. Both parties agree to meet at a certain time to talk about the issue.

"Family meetings can serve that same purpose," Frantz-Cook said. "If there is a time for family members to sit down and have a meeting, then it becomes understood that it's a time when people bring their issues up for some resolution."

Baughman said he believes the approach would also be appropriate on a larger level. "The view I take is that the processes are the same whether you're talking about interpersonal conflict or bigger systems, community conflicts, political conflicts, or whatever," he said. I think that the processes for hearing conflict are going to be similar on any system level."

Baughman admits that it is often hard to use the concepts in personal confrontations, let alone worldwide problems. Even the most thoughtful people may forget the processes in the heat of an argument, Frantz-Cook said.

"This is a skill," Van Beest said. "It's like learning to play tennis or driving a car. It takes practice."

# Gender Gap is Still Wide

Experts say differences and stereotypes are continuing

Females are in industrial arts courses. Males take home economics classes. Girls have more opportunities in sports. Boys can play with dolls. But two authorities in gender issues from UW-Stout warn that beyond those gains, children are still being treated inequitably, based on gender.

"Sure, maybe we aren't doing the more overt and dreadful things anymore, but the little things add up," Sheri Nero, a sociology instructor and director of women's studies, said.

The differing treatment begins early. Studies show that people viewing babies in a hospital nursery interpreted the children's character differently, depending on whether the child was covered with a blue or pink blanket, Nero said.

"We've got those kinds of expectations so built into us that we don't even realize how we are making prophesies and making sure they happen," Nero said.

Even in homes where parents are concerned about equality, boys and girls are often treated differently, according to Bob Salt, an instructor in the department of human development, family living and community educational services.

"Boys are not touched as much or as affectionately as little girls," he said. "As boys get older, especially by the time they get to pre-adolescence, they have really gotten to the point of stopping being nurturing."

Children who watch television receive even more messages about the differences between men and women.

"More than 100 million Americans watch the Super Bowl, which is a bunch of big, strong men who run up and down the field with lots of equipment on to protect their bodies, and hit each other," Salt said. "And the women are cheerleaders, standing on the side saying 'rah.'"

Research indicates that television portrays men as the cause or victim of violence more often than women. For every woman who is "killed" on a television show, 700 men "die," Salt said.

"These are the images kids see as they're growing up, even if their father cooks and their mother works out of the home," Salt said. "The power of the broader culture is very large."

Children spend many of their waking hours in school, where even the most careful teachers may slip into patterns that promote unequal treatment, Nero said. Researchers have videotaped instructors, coded their actions, and found that boys are getting most of the attention in schools.

"They're getting most of the praise," Nero said. "They're getting most of the criticism. They've looked at college classrooms and boys get called on more often. They get more eye contact. They're known by name more. All these very subtle kinds of things year after year build up to make very different kinds of people based on gender."

Researchers tracked a group of male and female valedictorians through college. At the start of the four years, an equal number of males and females considered themselves intelli-



gent, Nero said. By the end of the four years, only slightly fewer of the males still held that self-image. None of the women did.

"All these subtle things accumulated so that within four years this very intelligent group of females had lost that self confidence, that self image," Nero said. "In a work place, if that kind of thing continues year after year, the woman's self confidence, self esteem and career goals will be less."

Salt believes that the differences in how boys and girls are raised also hurts men.

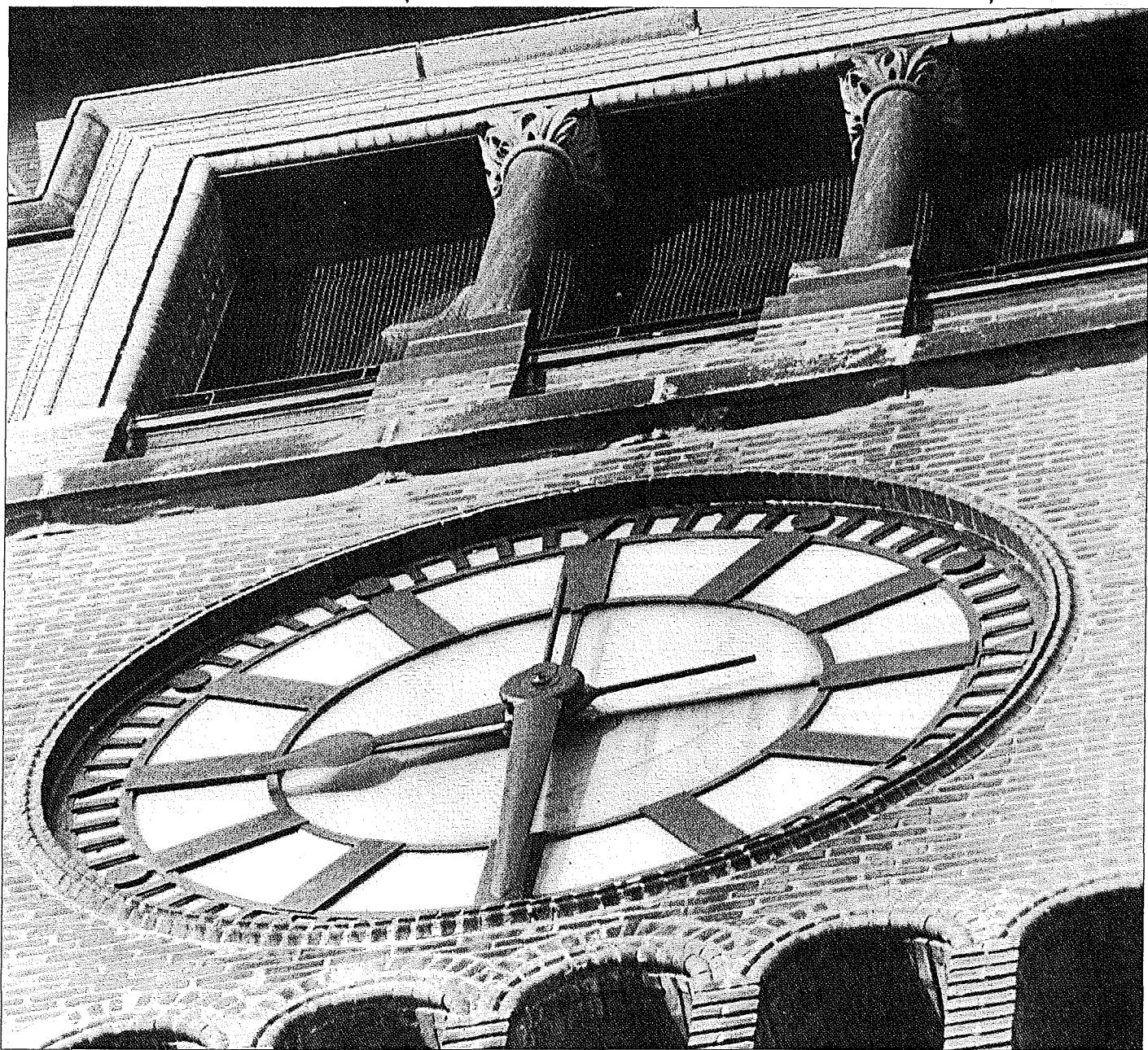
"To grow up learning to disassociate your feelings from your actions is a terrible way to live life," he said. "It says that the man has to become alienated from himself in order to survive in this culture. Go out on the football field and hurt yourself and disregard the pain so your team can win. Go to work and disassociate yourself from your family, your opportunity for nurturance, because you're expected to be the primary bread winner for the family."

Salt said he believes that because men do not have the same opportunities to nurture or be nurtured, their mental and physical health suffers. The life expectancy of men is shorter than that of women, Salt said. Men are committed to mental institutions more than women are. Men are more likely to be hospitalized for longer periods of time than women. Although more women attempt suicide, more men succeed.

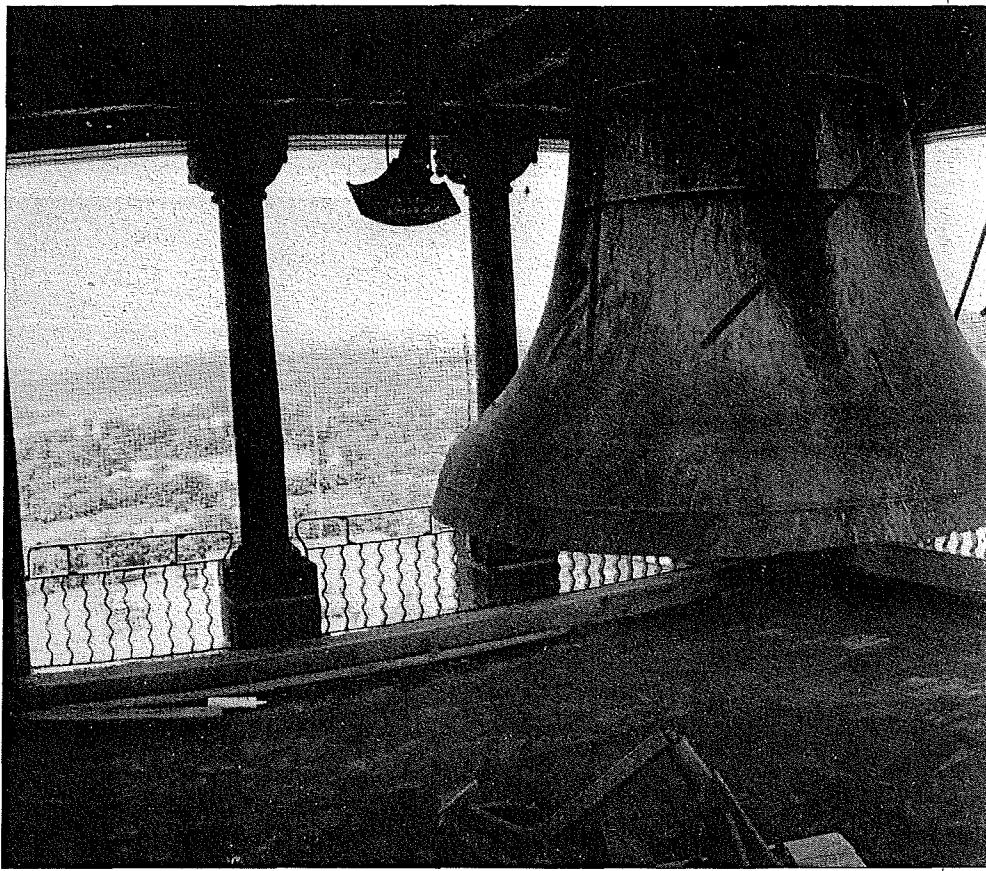
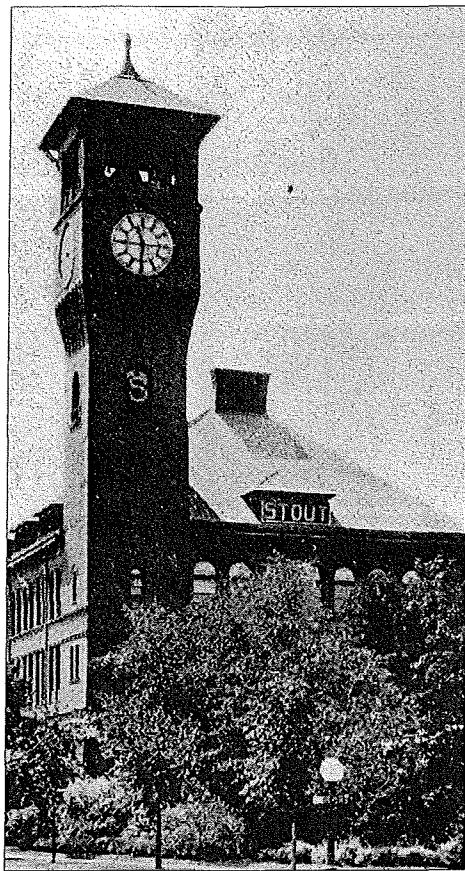
Salt asks his students about the equality in their homes. They tell him that their fathers still do most of the driving on trips. Few have seen their fathers cry. Females say they still wait for the males to ask them out, and expect their dates to initiate the first physical contact, he said.

"Behaviorally there ends up being a lot of truth to the stereotypes because society is reinforcing those images for each little boy and girl growing up," Salt said. "And to be liked or loved each of us makes a choice of some degree of adapting to whatever it is that society wants us to do."

# THE VIEW FROM THE TOP



The tower has intrigued students since it was constructed in 1897. In an age when authorities were less concerned about liability, the entrance remained unlocked. Students crossed what was once a basketball court and later a rifle range, and scrambled upstairs — sometimes in the dark. Today visitors need a key-carrying escort to gain access to the tower.



The journey begins on the fourth floor, in the far corner of a conference room. The first flight of 30 steps is so steep it leaves weekend athletes with aching calf muscles.

A microwave dish crowds the first platform, a surprising piece of technology in such a historic setting. Another 34 steps—nearly straight up—leads to the clock level. It's a little bit like being in Alice's Wonderland: light streams through the reversed face and the clock slowly runs backwards. Ancient gears mesh and growl as they keep track of time.

The final 25 steps up a metal ladder bring visitors to the top, where the wind blows freely through the tower. Wire mesh across the openings keeps out pigeons; it makes the aerie feel somewhat more secure. In spots, the ancient floor, however, has a disconcerting "give" to it. Even at that height, ornate carvings cap the stone support pillars of the tower.

Holding court on the top floor is a 7,000-pound bell, cast by the Centennial Bell Foundry—Gardner, Campbell and Sons of Milwaukee, in 1897, and transported by rail to Menomonie. A water-powered striking mechanism originally



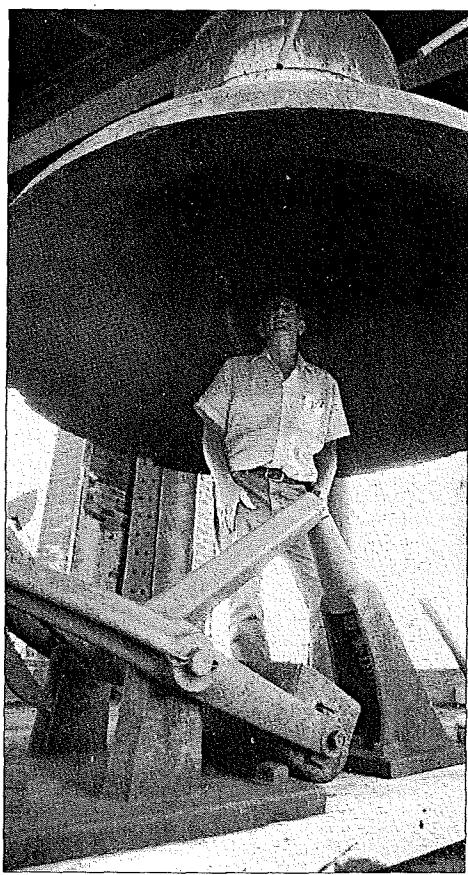
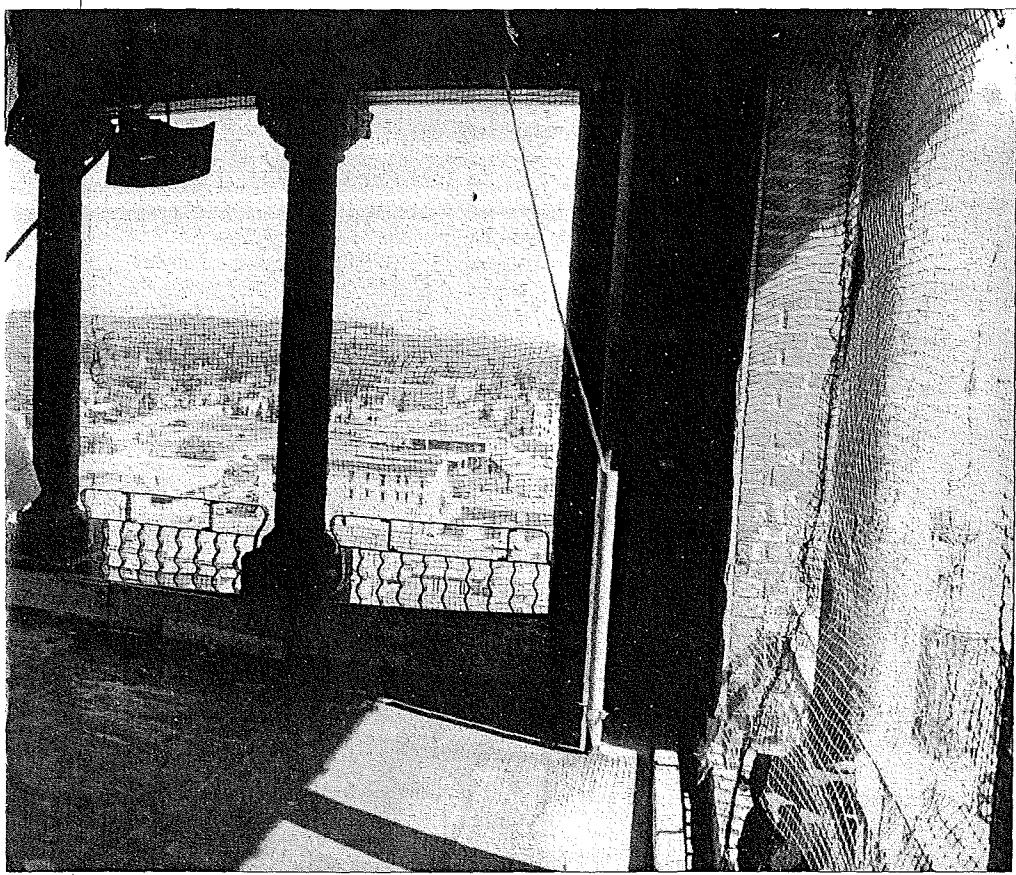
sounded the bell. By 1914, parts of the mechanism had worn out and were removed. A tradition developed of ringing the bell with hammers to proclaim football victories. The hammer marks are easy to see, as is the crack on the west side caused by one student's zealous swing. While the tradition continued, students who later struck the bell were rewarded with only a dull thud.

Inside the bell are many signatures of those who have visited the tower. The university has no record of Dennis Gulner, who signed the bell in 1927. Shorty Spreiter, '39, autographed the bell in 1936. He and Dorothy (Vaaler), '39 live in California.

Pat Murphy must have been a freshman when he signed his name in 1936; he became a star athlete and was inducted into the Hall of Fame. He's now in Massachusetts.

Keil Blank, now of Whitehall, Wisconsin, added his name in 1938, the year he graduated. He recalls several trips up the tower. "Just nosy, I guess," he said. But in true Stout fashion, he made at least one visit to see if he could fix the broken ringing mechanism.

Don Rhead put his signature on the bell a decade later, when the country was rallying after the Great Depression and World War II. Donovan Rhead, '50, now



*Top left: Bowman Hall, showing the lighted "S" which was removed by pranksters in 1969. Center: The silent bell presides over a panoramic view of the area. Top right: Signatures of visitors over the years can be found inside the bell; note the broken ringing mechanism in foreground. Bottom left: View from the tower of south Menomonie, circa 1904. Bottom right: The same view today.*



living in Michigan, admitted in a tone of regret that he had never climbed the tower. But his cousin—*Donald Rhead*, living in Iowa—probably had, since he “got to do everything,” he said. Donald attended Stout Institute in the late 40s and early 50s and played football. He remembered going through the athletic courts and climbing the tower—just to be able to say he’d done it. “Who could forget the tower?” he said.

James Springer, '67, now in Pennsylvania, signed the bell while working to help finance his education. “The only reason I went up there was for maintenance reasons,” he said. “Well, maybe I

was somewhat nosey, too.” The stairwell was used for storage. Springer remembers looking through items from an early World’s Fair exhibit, a loom and other old equipment. Rotting floorboards in the platforms made him pause in his climb to the top. Once there, he tried to ring the old bell with a piece of lumber.

Not all visitors to the tower left their names; many found other ways to leave their mark. When former President William J. Micheels was a freshman in 1928, one of his classmates affixed a green flag to the weather vane. Micheels was among the group that stayed up all night to defend the class’ mark. Anonymous

pranksters gained access to the tower in 1969 and removed the lighted “S” from outside of the third floor. On Halloween that year someone decorated the weather vane with a pumpkin.

About that same time, the City of Menomonie proposed extending Wilson Street westward, which would have required the demolition of Bowman Hall, and possibly the tower. Students, faculty, alumni and townspeople protested. Instead of demolition, Bowman Hall—which cost \$70,000 to construct—underwent a \$2.1 million renovation in 1981.

The view from the tower changed considerably as the the campus and city grew. Yet one of the draws of the tower is the same today as it was more than 90 years ago. There’s a certain delight in looking down on teachers and administrators and, undetected, watching them bustle about campus.

# Making News

## Grads report good news

For the fifth consecutive year, UW-Stout graduates enjoyed a placement rate of more than 94 percent, according to the university's annual placement report.

The report covers December 1989 and May and August 1990 graduating classes. "Despite a slight downturn in the economy in the spring of 1990, this class of graduates fared very well," said Robert Dahlke, director of Career Services and author of the report.

"When the graduates reported their status, 94.8 percent were employed or continuing their education," he said. He added that 16 of the 39 programs or concentrations offered by UW-Stout listed a placement rate of 100 percent.

Dahlke noted that during the past five years, placement ranged from a high of 96.6 percent in 1987 and 1989 to this year's rate.

Dahlke said that the average salary for UW-Stout graduates was \$22,213, an increase of about \$1,000 from last year. "Higher salaries are found in the applied math and manufacturing related programs," Dahlke said. He also pointed out that among those listed as "employed," only 4 percent were working in fields unrelated to their majors.

Dahlke said graduates were able to beat a somewhat downward economic trend because of the kind of education offered by the university. For example, most UW-Stout students combine their studies with work-related experience.

"With the continued soft, somewhat uncertain economy, the value of related work experience through programs such as co-op (education) is very important," Dahlke said. Co-op education involves students earning academic credit while working in paid positions related to their majors.

Dahlke said that while earlier placement statistics were compiled in a different manner, there are indications that high placement rates were the norm throughout most of Stout's history. "In the past two decades, records indicate more than 90 percent placement in 17 of 20 years," Dahlke said. "The combination of a strong liberal studies foundation with technical and special studies in on- and off-campus laboratories still proves to be a sound educational philosophy and one that's right for graduates and employers."

Dahlke said that there is a trend among employers to visit fewer colleges and universities to recruit students. However, the trend may actually help graduates, since many employers are still coming to UW-Stout, while cutting back on visits to some other institutions. "Employers are hiring more graduates from fewer places as recruitment costs continue to rise," Dahlke said. "This bodes well for UW-Stout because of the consistently excellent track record graduates have with employers."

## Cooperative Education funded

The university has received funds totaling \$287,844 to underwrite its cooperative education program during the next three years through a grant from the U.S. Department of Education. The grant is part of Title VIII from the 1965 Higher Education Act.

Funds for the current year total \$105,244; \$96,800 for the second year; and \$85,800 for the third year.

Robert Dahlke, director of Career Services, explained that cooperative education is a strategy that involves students in productive work as an element of the student's education. In cooperative education, students earn aca-

demic credit through paid employment in the public and private sector, performing work related to their academic or occupational objectives.

UW-Stout's cooperative education program began in the 1982-83 school year with eight students. During the 1989-90 school year, there were 543 students working at 229 companies.

This is the second cycle for the program's federal funding. Dahlke explained that the federal government funds such programs for up to five years, followed by a "rest period" of at least two years.

## Research award recipients selected

Martin Ondrus, chemistry, has been named the 1990-91 Outstanding Researcher; and Christine Ness, Academic Computer Center, is the recipient of the Nelva G. Runnalls Research Support Recognition Award.



Ondrus



Ness

nation. He is the author of many national and regional publications and presentations.

Ness was recognized for her significant contribution to support research and scholarly

activities. Ness has been instrumental in educating and assisting students and staff with a variety of statistical and experimental design problems associated with their research activities. Ness has also had direct contact with almost every graduate student in the last 14 years.

The Outstanding Researcher Award is determined by a vote of the graduate faculty and other researchers. Ondrus is involved in a highly active research program concentrating in national water quality and related analytical methods for determining ground water contamination.

## Tourism journal receives top ranking

A scholarly journal that originated at UW-Stout has been ranked the top journal in the field of hospitality and tourism, according to a recent poll.



Jafari

sent to 356 research oriented faculty in tourism and hospitality. Respondents were asked to rank, in order, five journals they perceived to have the highest quality. "Annals of Tourism Research" received the highest marks.

The publication was founded in 1973 by Jafar Jafari, a UW-Stout associate professor of hospitality resources, who remains its editor-in-chief. Jafari is assisted by 80 editors from 22 countries. The journal now has subscribers in 70 different countries.

## Olson receives honor

John Olson, a professor of occupational safety and health risk control, has been named a Williamson Fellow at the William P. Williamson Jr. School of Business Administration, Youngstown State University, Youngstown, Ohio.



Olson

deliver a series of lectures at Youngstown State. He will discuss safety, health and environmental risk control.

Olson, who has been at UW-Stout for the past 16 years, is also director of the university's Loss Control Center and a member of the Board of Trustees at the Minerva Education Institute, a Cincinnati-based organization dedicated to integrating safety, health and environmental risk control management into business school curriculum.



Miles, Frelke

my turn."

At first, Miles said she wasn't sure how she should treat her daughter, the president of the student body, when they met between classes.

"I didn't know if I should hug her in the hall, or if she'd be embarrassed. We've always been a close family," Miles said. But Frelke made it clear that at home or in the hallway, she expects hugs.

Miles said that few people will make the connection between her and Frelke. She said she is always aware though, of her daughter's role at the university.

"I'm probably the proudest student on campus," she said.

As a Williamson Fellow, Olson will

## Founding Day speakers praise past, predict future

Two leaders in higher education reflected on the past and gazed into the future during a dinner concluding the celebration of Founding Day at University of Wisconsin-Stout.

Chancellor Charles W. Sorensen delivered an address titled "A Tribute to Leadership" and M. James Bensen, president of Dunwoody Institute and former dean of Industry and Technology spoke on "Innovation: The Next 100 Years."

Both men praised the leadership of the university's founder, state senator James Huff Stout, who provided inspiration for future progress.

"Leadership is the one quality needed in the 1990s if colleges and universities are to truly meet the challenges that we face; educating the work force, sensitizing men and women to the benefits of diversity, providing more and better access into higher education," Sorensen said.

The chancellor said that although little is known about Stout's personal life, he had vision, a characteristic most required for leadership. "When he established the Stout Manual Training Schools in 1891, he had a clear vision of the present and the future," Sorensen said. "He knew the needs of a burgeoning work force in an industrial America were not being met by public school programs designed around the three R's. He knew, too, that his businesses, his investments could not be rewarding unless an intelligent work force was

"OVER THE YEARS, THIS INSTITUTION HAS DONE ASTONISHING THINGS. WE HAVE EVOLVED INTO A VERY COMPLEX, HIGHLY TECHNICAL AND FOCUSED UNIVERSITY."

—CHARLES W. SORENSEN

available. He knew that society would be fundamentally weakened without improving and providing a better educational system."

Sorensen reminded the audience that Sen. Stout viewed manual education as an extension of general education, rooted in the Greek philosophy that both mind and body must be involved in a true liberal education.

"Over the years, this institution has done astonishing things," Sorensen said. "We have evolved into a very complex, highly technical and focused university. We are well respected and well known throughout the country. We have been on the front edge of higher education in many ways."

The chancellor noted that UW-Stout's philosophy of education "is exactly what every state university is trying to duplicate today." But he cautioned that the university must continue its commitment to "educate the entire person," as



"THE EDUCATION AT UW-STOUT TODAY IS MUCH MORE RESPONSIVE, CREATIVE, FLEXIBLE AND RELEVANT IN ORDER TO MEET THE CHALLENGES OF THESE TIMES."

—M. JAMES BENSEN

its founder had envisioned. "We must provide a well-rounded education to each and every one of our students," Sorensen said. "We fail when we tilt education in one direction or the other. We must graduate not only the practitioner, but the intellectual who is part of a larger culture, conversant in the issues of the day, conversant with long and rich traditions of our nation, of other civilizations, and of the world."

Bensen pointed out that the founding of what is now UW-Stout came at a time of a great pioneering spirit in this country. Although it was founded in response to the needs of the time, today's needs require an even quicker response, Bensen said. "The education at UW-Stout today is much more responsive, creative, flexible and relevant in order to meet the challenges of these times," he said. "The innovations in the next 100 years promise to drive an even faster paced and changing society."

Bensen predicted that the world of the next generation will be developed by creative and knowledgeable people and that current advances will seem "bland and sedate when compared to those that will take place in the next 100 years." Because of this, Bensen predicted that education will have to take a "proactive rather than reactive role" and that UW-Stout is in an excellent position to do this.

"The University of Wisconsin-Stout started as an experiment, continues in that mode today, and must be vigilant to remain a vibrant and change-oriented institution," Bensen said. "It is one of the premier universities in the world in taking good theory and putting it to solid practice. The future is there for us to determine. The Stout challenge moves ahead with confidence because it remembers that it is in and through its talented and dedicated people that it makes a difference."

## Live educational programming distributed via satellite

Putting together a national satellite feed has been like assembling a giant puzzle for UW-Stout's Teleproduction Center. Now with the pieces in place, the university is capable of delivering its educational offerings to audiences throughout the United States.

The Teleproduction Center is one of only about a half dozen sites in Wisconsin capable of delivering live satellite programming. The center has produced eight satellite "uplinks," received in more than 20 states. Participants watch the programs on television sets hooked to satellite receiving dishes, and use the telephone to interact with presenters.

Rosemary Jacobson, the director of the Teleproduction Center, said that start-up costs for a broadcast facility usually would be prohibitive. UW-Stout could begin the service because much of the equipment and staff was already in place.

"We use equipment that's been here since 1975, since Channel 28 (public television station WHWC) started producing local programming," she said. "But when the signal gets to Wheeler, instead of being broadcast over channel 28's tower, it enters the microwave system."

The privately owned microwave path generally follows I-94 to Rubicon, near Milwaukee, then to an "uplink" in the Chicago area. The uplink is a transmitter that sends the signal to a particular spot on a satellite, called a transponder. From the transponder the signal is transmitted back to a "footprint," or designated area on earth.

"One thing you never want to do in this business, is dwell on how many pieces of equipment and how many people have to do absolutely everything

right all at the same time," Jacobson said. "If you start thinking about that, you're going to get nervous. It is absolutely astounding what has to work."

Planning begins months in advance. Jacobson reserves time on a satellite, and organizers begin publicizing the event, creating handout materials, and

securing sites where participants will view the program. Dave Swan, coordinator of Projects With Industry, said three people worked part time for four months to prepare a training session broadcast last fall. Projects With Industry is one of the vocational rehabilitation centers housed at the university.

As early as a week in advance, the Teleproduction Center staff tests the equipment and systems, to make sure everything is operating correctly, Jacobson said. Final checks begin

about five hours before the broadcast.

At first glance, the cost of a satellite uplink seems prohibitive. As a work for hire agency, the Teleproduction Center charges for its services. Program sponsors also must cover the cost of the use of the microwave path, transmitting the signal from earth to the satellite, and the

use of the satellite. Because of the various checks, an hour-long program will use two or more hours of service from those three systems, and can easily cost \$1,000.

Then there are hidden costs — producing the publicity and handout materials, coordinating receiver sites, and getting presenters scheduled and to Menomonie.

"You have to believe that it's going to be a cost effective way for you to get your information out," Jacobson said.

Despite the work and the expense, Swan said the satellite broadcast was a practical way to contact a large audience. His workshop attracted nearly 1,000 participants in 28 states, and generated revenue. He said traditional methods would not have been as effective.

"No way. We have done this same thing locally before and we attracted 160 people," he said.

UW-Stout offers highly specialized majors, and Jacobson said she believes there are "pockets of audiences" across the United States that could benefit from satellite broadcasts from the school's programs. "I think this is just the beginning," Jacobson said.

# The Sports Page

## Football

Coach Rich Lawrence's Blue Devils opened the 1990 season with a bang, winning their first two games against Mt. Senario College and River Falls, before falling to eventual WSUC champs Whitewater by a 9-6 margin. The Blue Devils picked up the pace after that loss though, and put two more wins on the board against UW-Superior and UW-Stevens Point.

The Stevens Point game marked a turning point in UW-Stout fortunes however, as senior quarterback Paul Lehmann's season was ended due to a collarbone injury. After losing the veteran signal-caller from Elmwood, Wis., the Blue Devils couldn't get back on track and lost their final five contests to finish with a 4-6 overall record and a

3-5 conference mark.

Outstanding individual efforts were turned in by second-team NAIA All-American Mike Wilson, a senior defensive back from Chicago; Mike Lawrence, a senior defensive back from Menomonie, Wis., who earned Academic All-American and honorable mention All-American honors; Joe Pleshek, a senior wide receiver from Shawano, Wis., who was an Academic All-American; and Darin Mrachek, a junior defensive lineman from Rochester, Minn., who earned honorable mention All-American recognition.

The Blue Devils finished 10th in the NAIA pass defense rankings, and were ranked in the top 25 nationally early in the season.

## Volleyball

Led by sophomore all-conference selection Jen Carter, the women's volleyball team ended the season on a high note, winning the consolation championship at the WWIAC tournament. Carter, an outside hitter from Monroe, Wis., was named to the all-tournament and all-conference teams after leading the club in kills, hitting percentage and solo blocks.

Head Coach Deb Allyn saw her charges forge a 13-18 record overall, and a 6-8 league slate.

Jodi Welke, a sophomore from Plainview, Minn., was a national leader in service ace average, finishing in the top 10 in NCAA Division III.

With only two seniors and a group of talented young players, Allyn is optimistic about her team's chances in '91.

## Cross Country

In leagues dominated by national power UW-Oshkosh, Coach Steve Terry's men's and women's cross country teams faced an uphill struggle all year. Each team finished eighth in their conference. UW-Stout's top finishers were Stephanie Blegen, of Anoka, Minn., in 51st place in the women's competition, and Mike Brunstad, of Chippewa Falls, Wis., in 68th place in men's competition.

Heather Beilke, of West Bend, Wis., ran well enough to qualify for the NAIA national meet, by placing 21st at the District 14 championships.

"This was a rebuilding year for us," Terry said. "Both the men's and women's teams were very young, and I think they gained some valuable race experience and learned what it takes to compete at this level."

## Women's tennis

Stefanie Mott did what no UW-Stout woman has done before... win a WWIAC singles title. A junior from Menomonie Falls, Wis., Mott entered the record books with a win at number five singles, leading the Blue Devils to a fifth-place finish at the conference tourney.

Kim Canavera, of Brookfield, Ill., earned all-NAIA District 14 honors to lead the team to a third-place finish at the district championships.

Head Coach Bob Smith said, "This was one of the best years ever for our women's program. We played a lot of good teams and did very well against most of them. Our performances in the championship tournaments were impressive too, and that's a tribute to the players' hard work."

## Golf

Gregg Dean and Todd Watkins helped the Blue Devils to a fifth-place finish at the WSUC championships by taking seventh and eighth respectively, in the individual competition. Dean, a sophomore from Kewaskum, Wis., shot rounds of 76, 80 and 81 to total 237. Watkins, a freshman from Menomonie, Wis., matched that score with rounds of 75, 80 and 82.

Dean and Watkins also finished ninth and tenth in the NAIA District 14 championship tourney held in conjunction with the league championships, earning all-district recognition.

Jim Van Epps, a sophomore from Portage, Wis., had the lowest per-round average for the Blue Devils this season, shooting 81.6 over 10 rounds.

## Women's Basketball

It was a season of dreams for Coach Mark Thomas and his team. A young squad, the Blue Devils forged the best record in school history and won the NAIA District 14 championship to earn a berth in the national tournament.

Julie Maki, who earned all-district and all-WWIAC first-team honors, led the offensive attack, fueling the team's almost 80-point-per-game scoring average. Maki, a sophomore guard from Owen, Wis., was among league leaders in scoring and assists.

Emerging stars included junior forward Terri Trettsen, of Menomonie, Wis., who was near the top of the league rankings in rebounding at 9.4 per game. Trettsen had two 20-plus rebound games, including a 20 point-20 board outing against UW-River Falls.

Cyndi Cox, a freshman from Kewau-

nee, Wis., led a balanced scoring attack with an 11.6 per game average and was recognized by many coaches as one of the top defensive players in the league.

The heart and soul of the Blue Devil team, though, was Lisa Schultz, a senior forward from Watertown, Wis., who rounded out her career in fine fashion.

"This team showed a lot of character, desire and dedication," Thomas said. "To achieve what everyone said couldn't be achieved shows that these young ladies are not only talented, but also that they have the mental strength to overcome adversity."

The Blue Devils finished the year with a 19-11 overall record, and a 9-7 mark in the WWIAC to tie for fourth.

Thomas earned NAIA District 14 coach of the year honors.

## Wrestling

Steve Smith, of Franklin, Wis., was once again Stout's top wrestler, winning the WSUC 177-pound weight class title and going on to earn All-American honors at the NAIA national tournament despite a shoulder injury.

Corey McCauley, of Hillsboro, Wis., placed third in the WSUC, was eighth at

the national meet, and was an All-American selection in the 158-pound weight class. Steve Misra, of Chippewa Falls, Wis., was the WSUC silver medalist at 142 pounds and was an NAIA national qualifier.

Coach Bob Thomas' Blue Devils finished fourth in the WSUC tourney.

## Men's Basketball

Coach John Muraski's Blue Devil men showed flashes of brilliance interspersed with displays of youthful inexperience. Led by Troy Hamilton, a senior guard from Paris, Ky., the Blue Devils pieced together an 11-15 regular season record, including a 4-12 slate in WSUC play. They also earned a spot in the NAIA District 14 playoffs.

The early season schedule included matchups with NAIA top-ten rankers UW-Eau Claire and Minnesota-Duluth.

Hamilton led the team in scoring, averaging almost 16 points an outing despite midseason knee trouble.

Commenting on the season, Muraski said "This was a character-building year for our young players. We had some really high highs and some pretty low lows, but that's going to happen when you have two or three freshmen in starting roles. With a solid base of returning players, I think we are definitely on the right track for next season."

## Gymnastics

Coach John Zuerlein's gymnasts endured a rough and tumble season, culminating in a sixth-place finish at the WWIAC championships. The Blue Devils were hampered all year by injuries and illness. Mary Feess, a sophomore from Brooklyn Park, Minn., placed ninth in the vault for UW-Stout's highest individual finish at the league meet.

"We were unfortunate to have so many health problems," Zuerlein said. "It was a long season, but some of our younger people showed potential for next year, so I can't be too disappointed. Gymnastics is a sport based on systematic development, so you can't expect miracles from freshmen and sophomores."

## Swimming

Coach Scott Bay's men's and women's swimming teams captured fifth place finishes in WSUC and WWIAC championships held at UW-Stout.

Dani Runge, a junior from Wind Lake, Wis., led the women with a second-place finish in the 200-yard backstroke in 2:19.27, and a third place in the 100-yard backstroke in 1:05.26.

Brad Smith, a freshman from White Bear Lake, Minn., paced the men with a fifth-place finish in the 200-yard individual medley with a time of 2:02.27. The Blue Devils also placed third in the 800-yard freestyle relay with a time of 7:20.40.

Eleven swimmers qualified for national tournament competition. Results were unavailable at press time.

## **UW System approves Stout Technology Transfer Institute**

UW-Stout has received approval from UW System Administration to establish the Stout Technology Transfer Institute, a move that is expected to make an important contribution to the state's economic development, according to Larry Schneider, who is heading the organization.

Schneider said the institute will serve as a single contact point for people and organizations using six UW-Stout centers: The Center for Innovation and Development; The Center for Vocational, Technical and Adult Education; Loss Control Center; Manufacturing Technology Transfer Program; Packaging Research and Development Center; and The Stout Technology Park.

Schneider explained that these centers were established to extend the technical resources of UW-Stout's faculty, students and lab facilities to individuals and industries as a way of emphasizing UW-Stout's applications-oriented approach to instruction. "In the past, each center operated in its own

special orbit, relatively isolated from the others and often uncelebrated despite their success," Schneider said. "The Stout Technology Transfer Institute has been established to maximize the impact of the centers, to unify them under one umbrella and present a collective front to the public."

He added that this approach will enhance the public's awareness of services available through UW-Stout and will provide a single point of initial contact so that applications for assistance can be evaluated, processed and channeled to the appropriate center.

Schneider also said the institute will serve as a mechanism to work with UW System Administration and will provide support services to the centers, such as assistance with proposal, contract and report preparation.

"The collective goal of STTI and the centers is to promote Wisconsin's economic development through instruction, public service and applied research," Schneider said. "As a university

Stout's main objective is to teach. Center activities foster this primary objective in ways that are extremely relevant to Stout's applications-orientation."

Schneider said that projects undertaken by the centers provide field experience for students, generate opportunities for faculty to grow within their disciplines and enhance teaching through faculty involvement with "real world" problems.

"In addition, the success of a program of the caliber of STTI will bring Stout increased visibility within the state and the nation," Schneider said. "Their track records show Stout's centers are doing an excellent job of furthering the university's mission and goals while helping business and industrial clients solve technical problems. The reorganization under STTI should ensure the continued growth of Stout's reputation as an institution on target with the needs and goals of industry."

## **MTT program garners award**

The Manufacturing Technology Transfer Program at UW-Stout has received a Wisconsin Economic Development Association Inc. award. Chancellor Charles W. Sorenson accepted the award. The MTT assesses manufacturing operations, technologies and training needs of client companies, and provides educational and technical services to help clients improve productivity. The program also assists firms with long-term economic development planning.

"The MTT helps small- and medium-sized companies use technology to become more competitive in the global marketplace," said Robert N. Trunzo, secretary of the Department of Development. "By working to revitalize our state's existing companies, this program has been a major stimulus for economic development."

"The MTT's effective public-private partnerships have earned our recognition," said Rob Lamb, president of WEDA.

## **The Good Old Days. A Perfect Keepsake.**

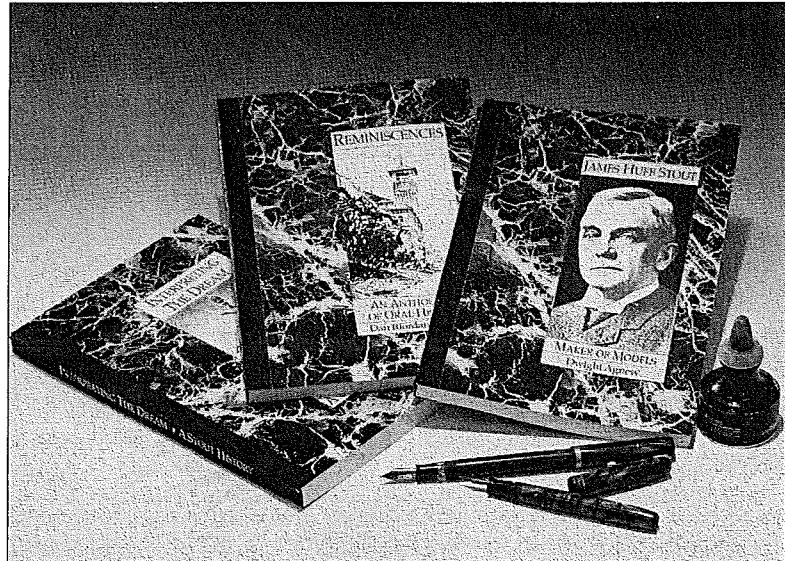
In observance of its centennial, UW-Stout is publishing a set of three books on the history of the institution and the life of its founder, James Huff Stout.

"James Huff Stout: Maker of Models" is an in-depth biography of the founder of the school. Author Dwight Agnew, professor emeritus, compiled bits and pieces of information about Senator Stout from newspapers, official documents, a handful of acquaintances and other local sources. The book examines Stout's various civic interests: improving rural life, service in politics and business, and education.

"Reminiscences: An Anthology of Oral History." These recollections by a group of favorite, long-time university staff members grew out of a speakers series. The work was edited by Dan Riordan, a UW-Stout English professor.

"Interpreting The Dream: A Stout History," traces the development of the institution from its founding in 1891 to today, through the actions and philosophies of its founder, presidents and chancellors. Through text, photographs and a chronology, the book recounts James Stout's gift of a building, equipment and staff to provide manual training for secondary school students, and how that school grew into UW-Stout.

Offered as an attractive boxed set titled "Adventures in Innovation - The First 100 Years," the books provide a concise history of the founding and development of UW-Stout. A keepsake. Don't miss it.



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# Meeting New Challenges

By Charles W. Sorensen, Chancellor

Challenge is nothing new to higher education with each era bringing in its own set of issues to identify, review and resolve. In the 1950s, colleges and universities scrambled to accommodate the wave of new students generated by the GI Bill. In the 1960s, campus turmoil matched additional dramatic growth as the first group of baby-boom students started to enroll on our campuses. In the 1970s, higher education went through an entrenchment period where funds no longer automatically followed enrollment growth. However, it is clear that the 1990s will probably be remembered as the most challenging era.

For example, there is likely to be some public resistance to additional tuition increases, a necessary evil needed to preserve educational quality.

We can expect to see a growing demand for accountability in higher education as people ask about the return on their investment of tuition and tax dollars. The need to achieve and maintain competitive faculty salaries will be on the mind of those administrators committed to delivering the best educational services. In an era of rapidly advancing technology, laboratory facilities will be falling into obsolescence at a much more rapid rate. And we must recognize that recent shifts in financial aid from grants to loans is causing many students to complete their education with a substantial debt burden.

While there are no easy answers to many of these issues, I want to assure you that UW-Stout is in an excellent position to deal with the matters at hand. Although we have been controlling enrollment for a number of years, UW-Stout, with its specialized majors, continues to be popular among prospective students.

Our placement rate, even during tough economic periods, is one of the most envied of any institution of higher education in this country. We have an excellent relationship with business and industry, and the involvement of our faculty members working with the private sector has helped keep them current with changing trends. We have even done fairly well in obtaining new and remodeled state-supported facilities which we have been able to justify on the basis of our changing program needs.

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Having said this, I must add that our many accomplishments would not be possible without rigorous support from our friends and advocates within and outside the university. Those of you who have helped us move forward will be even more important to us in the era we are now entering. Let me assure you that we need your continuing help as we move forward into the 21st century. Keep sending the best students you know. If you are a resident of Wisconsin, encourage legislative support of UW-Stout and the UW System and regardless of where you live in the United States, let your congressional representatives know that higher education is an important national issue. Remind yourself and others that private financial assistance will continue to be an important factor in preserving educational excellence. Talk to your friends and employers about the considerable value of having a degree from UW-Stout. And share with us your advice in how we can make this an even better institution.

Exciting times lie ahead for our university, and we want all of you to continue to be a part of that excitement.

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